

## KC BizCare – Business Customer Service Center

**DATE:** February 13, 2012

**TO:** Richard Usher, Assistant to the City Manager

**FROM**: John Pajor, KC BizCare

**SUBJECT:** Monthly Report – January 2012

The Small Business Committee report lists 67 recommendations to improve the entrepreneurial climate in Kansas City. The Business Customer Service Center will work on nine of those tasks (see bulleted list below).

In the coming months we will describe our progress on all nine items. For now, we will focus our attention on one of those initiatives, marketing our services via networking. Our proactive engagement with colleagues in City government as well as our partners in the community strengthens our ability to meet the needs of our customers.

In December, a member of the KC BizCare team met with a representative from the Water Services Department to share information. Since that meeting, we have been able to connect clients who call our general number with a water related question to a person who has the knowledge to solve problems.

Similarly, staff attendance at a class offered by the Kansas City Volunteer Lawyers and Accountants for the Arts helped us connect several artists to the services provided by this excellent non-profit organization.

The Glass of Milk Cake Company was the first Kansas City Business to receive financing from the Justine Petersen Microloan Program. KC BizCare referred this business to the microloan seminar that Justine Petersen offered November 2011. Staff made 30 referrals to a second microloan seminar offered in January 2012.

Staff participation at the annual networking event sponsored by the Hispanic Chamber of Commerce and a quarterly resource partner meeting held by KCSourcelink provided more opportunities for our team to update their contacts and promote Kansas City as a friendly place to do business.

## Small Business Committee Recommendations Assigned to KC BizCare

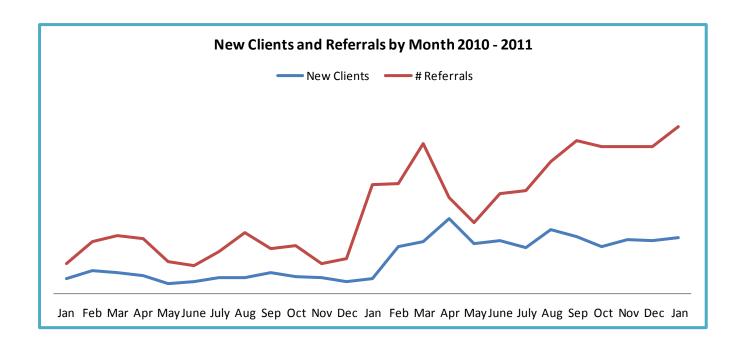
- Continue to enhance and expand KC BizCare services to the business community.
- Work with City departments and related business support agencies to develop business intelligence data that can be shared with our clients to support their business decisions.
- Empower KC BizCare staff to act as mediators and break log jams for the business community when and where ambiguity exists in the process of obtaining City approvals.
- Create formal relationships between KC BizCare and Human Relation's Small Business Division and schools of business at area colleges and universities to provide free business consulting resources for small business, internships and other collaborative partnerships.
- Provide City services and documents in multi-lingual formats to increase business opportunities.
- Translate the KC BizCare Resource Guide into Spanish
- Incorporate Crime Prevention Through Environmental Design (CPTED) assessments by the Kansas City Police Department into information provided at KC BizCare.
- Establish KC BizCare interface with Jackson County Prosecutor's Office's Red Target program to encourage small businesses to participate.
- Expand marketing and outreach efforts to promote the Kansas City Business-Friendly Initiative.

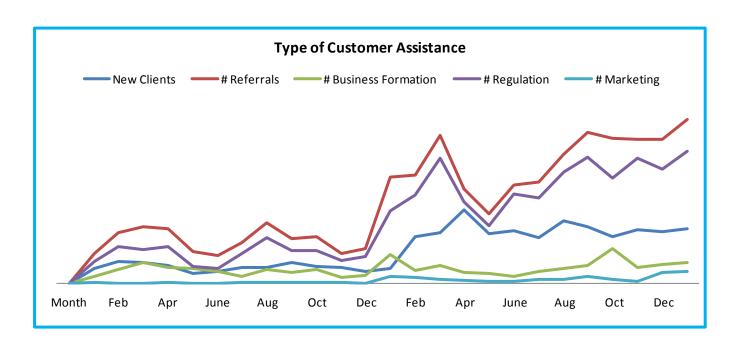
Referrals to City, State, Federal Departments & Resource Partners - January 2012 #								
Entity	Type of Referral	Referrals						
City Departments								
Finance - Business Licensing	Regulatory	124						
Finance - Earnings Tax	Regulatory	1						
Fire Marshall	Regulatory	1						
General Services - Procurement	Business Formation	1						
Health - Air Quality Control	Regulatory	1						
Health - Food Protection	Regulatory	6						
Housing - Property Preservation	Regulatory	1						
Human Relations - M/WBE Program	Business Formation	1						
KC BizCare	Business Formation	2						
Neighborhood & Community Services - Regulated Industries	Regulatory	1						
Neighborhood & Community Services - Rental Registration	Regulatory	1						
Planning & Development - Building Codes	Regulatory	7						
Planning & Development - Codes, Contractor Licensing	Regulatory	4						
Planning & Development - Development Management	Regulatory	6						
Planning & Development - Home-based Business, IB # 117	Regulatory	55						
Planning & Development - Permits Division	Regulatory	21						
Planning & Development - Zoning Clearance	Regulatory	137						
Police Department	Regulatory	1						
Water Services	Regulatory	1						
State Departments								
Missouri Division of Worker's Compensation	Regulatory	1						
Missouri Dept of Health - Home Healthcare Services	Regulatory	2						
Missouri Dept of Revenue	Regulatory	13						
Missouri Dept of Social Services	Regulatory	1						
Missouri Secretary of State	Regulatory	19						
Federal Departments & Agencies								
IRS Small Business & Taxpayer Information	Regulatory	16						
Small Business Administration	Business Formation	2						
Resource Partners								
Builder's Association	Business Formation	1						
City of Grandview - Business License Office	Regulatory	2						
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	13						
Gladstone Area Chamber of Commerce	Business Form/Marketing	2						
Google - Get Your Business Online	Business Form/Marketing	6						
Greater Kansas City Chamber of Commerce	Business Form/Marketing	2						

Referrals to City, State, Federal Departments & Resource Partners - January 2012							
Entity	Type of Referral	Referrals					
Resource Partners, continued							
H & R Block Business and Career Center	Business Formation	5					
Hispanic Chamber of Commerce of Kansas City	Business Formation/Marketing	2					
Hispanic Economic Development Corporation	Business Formation/Marketing	3					
Independence Regional Ennovation Center	Business Formation	3					
Internet Webpage Information	Business Formation/Marketing	8					
Inventor's Club of Kansas City	Business Formation	2					
Justine Petersen Micro-lending Program	Business Formation	13					
Kansas City Downtown Council	Business Form/Marketing	1					
KCArtist Link	Business Formation	1					
KCSourceLink	Business Formation	9					
KC Volunteer Lawyers & Accountants for the Arts	Business Formation	1					
Midwest Center for Nonprofit Leadership	Business Formation	2					
Missouri PTAC	Business Formation	2					
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	1					
Northland Regional Chamber of Commerce	Business Form/Marketing	3					
Parkville Chamber of Commerce	Business Form/Marketing	1					
Platte County Area Chamber/ Economic Development Council	Business Form/Marketing	1					
SCORE of Kansas City	Business Formation	7					
South Kansas City Chamber of Commerce	Business Form/Marketing	1					
Southtown Brookside Waldo Council	Business Form/Marketing	5					
The Freelance Exchange of Kansas City	Business Form/Marketing	1					
Total Referrals:		524					

Networking Contacts	January 2012			
Entity	Date			
Hispanic Chamber of Commerce of Kansas City	1/18/2012			
MainCor Development Corporation	1/20/2012			
KCSourceLink	1/25/2012			
US SourceLink and City of Dallas EDC	1/27/2012			

Month	First Time in Business	Home-based Business
August	22	77
September	56	56
October	40	47
November	45	45
December	48	41
January	59	55





Active Clients June 2009 - Nov 2011	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD					
Month of 2012					
Number of referrals	524				
Number assisted with business formation	66				
Number assisted with regulatory/licensing	421				
Number assisted with marketing					
% of walk-ins assisted within 10 minutes	100%				
% of emails/voicemails within 4 hours	100%				
% of clients follow-up within 3 weeks	N/A				
Number of networking events	4				
Average satisfaction rate YTD	10				